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# WISCONSIN ARCHITECT

O F F I C I A L P U B L I C A T I O N

THE · STATE · ASSOCIATION · OF · WISCONSIN · ARCHITECTS



Vol. I, No. 1 An Organization Promoting the Best Interests of the Profession by United Action MAY 1933

## Leigh Hunt Wins S.A.O.W.A. Official Seal Competition

The competition for the seal for the State Association of Wisconsin Architects received five very attractive designs which were submitted to the Jury composed of Mr. Alfred Pelikan, Director of the Milwaukee Art Institute, Mr. Robert von Neumann and Mr. Howard Thomas.

This Jury, after carefully considering the designs, placed No. 3 first, submitted by Mr. Leigh Hunt. No. 1 was second choice submitted by Mr. Peter Brust. The other designs were submitted by Mr. J. Mandor Matson of Racine, Mr. Wallace H. Brown of Auler, Jensen & Brown of Oshkosh.

The winning design is that incorporated in the name of our magazine, it being also planned to place it conspicuously in the letterhead of the Association. Mr. Carl Eschweiler, commenting on the choice, said that he "feels certain that it will appeal to all members as being a most attractive and fitting emblem for our organization."

The other designs submitted will be published in the WISCONSIN ARCHITECT at various times.

## A. I. A. Fights On for Bill H. R. 6187, Against Federal Competition

The current edition of the OCTAGON, journal of the A. I. A., gives detailed information as to the progress of their proposed legislation against Federal competition with private architects. A new bill, incorporating minor changes, will be submitted to the new congress.

Chairman Louis LaBeaume, of the A. I. A. Committee on Public Works, commends the treasury department for the more liberal policy toward the employment of private architects in the last eighteen months. He attributes this to the approval of public opinion on the

(Continued on page 7, column 3)

## Scott Advises Roosevelt of Wisconsin's Reaction on Competition

In a letter dated March 15th, Fitzhugh Scott, Secretary of the State Association of Architects, outlined to President Roosevelt the beliefs of Wisconsin Architects on the matter of architectural competition, on the part of the Treasury Department, with private members of the profession.

## Peter Brust Appointed Chairman of Committee on Q & A Magazine Section

A new department, QUESTION AND ANSWER SECTION, will appear in the June issue of the WISCONSIN ARCHITECT. This department is to be conducted by a special committee, including Peter Brust, chairman; Henry Bogner, Alex Guth, Carl Eschweiler and Roy Papenthien.

Leo Brielmaier, president, in advising the editors of the appointments, said that there are undoubtedly a hundred or more questions that our members will want to ask, in view of the fast moving affairs of the association. "Besides such questions," he continued, "there may be other points a member would like to have information about, such as certain technicalities data about which may not be available in some of the districts, plan questions, specification notes, etc.

"The committee appointed is as capable a group of men as can be found anywhere to give a satisfactory reply on any question that may arise," he concluded.

## Plan Now for Your DISTRICT MEETING

Use the pages of the Wisconsin Architect in preparing for the event

Acknowledged by the Executive Board of the Association as a masterful document, diplomatic and yet concise, the letter is reproduced below so that all association members may know what action has been taken with regard to this important question.

Should there be further developments on this case before the June edition goes to press they will be reported in detail.

March 15, 1933.

The President,  
White House,  
Washington, D. C.  
Sir:

The State Association of Wisconsin Architects, comprising all registered resident architects of Wisconsin, asks your consideration of the following matters of importance to the architectural profession, to the relief of unemployment, and to the national welfare.

We believe that all public buildings built in the United States should be designed by architects in private practice, that by this means the best in architecture can be secured, and that the buildings designed in this manner will not suffer from any possible stereotyped standardization.

We believe that the Federal Government should not engage in architectural practice in competition with the architects of this country, and believe that the practicing architect through his ingenuity and business ability will practice in a manner which would lead to greater economy in construction and in the preparation of plans. His knowledge of local needs, materials and methods should lead to the most desirable results.

We believe that by spreading the work throughout the country that necessary buildings would be promptly placed under construction, with great relief to unemployment, and avoid the delays which have been experienced recently in the preparation of plans.

We believe that the Fourth Assistant Sec-

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**WISCONSIN ARCHITECT**

Official Publication

The State Association of Wisconsin  
ArchitectsAn Organization promoting the best interests of  
the architectural profession by United Action.

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**District Secretaries**

- Your District Secretary is an Editor of this magazine . . . you can help him a great deal by giving him the news of your locality.

**As It Looks to  
The Editors****We Mature**

We have outgrown our clothes, this is a good sign. On November 18th, 1932, the very magnanimous offer of Mr. Chas. H. Fox, Editor of the Western Builder, to give our Association a page each month in his paper was accepted. Exactly five months later, on April 18, 1933, the Executive Board authorized us to publish a monthly magazine in order to broaden the scope of influence of your Association.

**Offer Thanks to Mr. Fox**

We owe Mr. Chas. H. Fox, Editor of the Western Builder, our sincere thanks for his help, patience and generosity during the months which we used his paper for Association news.

It was his offer to publish official news of your Association that gave birth to our own monthly magazine.

**Know Your Neighbor**

In this issue is a complete list of all resident registered architects; there are over three hundred. The names are listed by districts and cities. We hope you will know each other better before long. You will find that by knowing your fellow architects and working with them in solving your problems you advance the interests of your Association and will make better architecture in our state a reality.

**The House That Ann Built**

Three of a series of six articles dealing with the subject—"EMPLOY AN ARCHITECT" have appeared in the Real Estate Section of the "Milwaukee Sunday Journal." Three more will follow. The heading under which they are published is—"THE HOUSE THAT ANN BUILT." Although no reference is made of employing an architect, we think the articles make this point obvious.

Should this series prove of sufficient interest it may be reprinted for your use in corresponding with your prospective clients.

**New Departments in June**

Three departments which are sure to meet with your approval are—PERSONAL NOTES: Things that happen in your office, your home, or your district.

QUESTIONS AND ANSWERS: Surely you have some question that stumps you. Send it to us. A committee has been appointed by the President to answer questions on plans and specifications and their ramifications. This committee has four members.

The law as it applies to the architectural profession bothers most of us most of the time. The attorney for the Association, Mr. Carl G. Kuelthau, has agreed to conduct a column. There will be more about this in our next issue.

**In Our Next Issue****Remodeling Old Buildings**

Carl Eschweiler discusses some of the technical factors involved in the remodeling of old buildings. A timely article on a type of work that will predominate for a few seasons.

**Proper Fee for Remodeling**

Roger C. Kirchhoff makes some startling observations on what should be a fair charge for our services on remodeling work. You will agree with him.

**Personal Column**

Notes, remarks, short comments on the doings of our members throughout the state. Send them in to your district secretary, your representative on the Editorial Staff.

**State News Items**

There wasn't much time to get every district into the first issue. Your district editor promises some interesting news, if you will help by giving him your own contribution.

**Questions and Answers**

A department conducted by an association committee, wherein you may receive a reply on any question relative to the organization. Write to an officer before the 15th if you wish an answer in the June issue.

**Architectural Law**

Attorney Carl G. Kuelthau, who takes care of all association legal affairs, will conduct a column on law as it applies to the architectural profession. Perhaps you have some point you would like to ask. Write to him, care of the magazine.

**File Your  
Wisconsin Architect**

It is your personal record and reference for past and future events, official acts, notices, programs, etc.

**The State Association  
of Wisconsin Architects**



## Association President Greets Members

TO MY FELLOW MEMBERS OF THE  
STATE ASSOCIATION OF WISCONSIN ARCHITECTS:

This first edition of the *WISCONSIN ARCHITECT*, like the dawn of a new and better day, I am sure will be heartily welcomed by the architects of the state. It represents concrete evidence of action, a new and widespread spirit of co-operation, a feeling of mutual interest and a sense of inter-dependence that has created and animates the scarcely one-year-old State Association of Wisconsin Architects.

Only a beginning has been made in the work of organization. The *WISCONSIN ARCHITECT* likewise is also not an accomplishment, but merely a beginning. The State Association is a fact, but without some medium for easy and certain exchange of ideas it was felt our progress would be slow. Thus the *WISCONSIN ARCHITECT* will fill this gap, and with our eagerness to be of service to each other, let us look to the future with every expectation for a better day. Let us not fail in anything that will help to promote the respect and support of our fellow citizens for the profession, to so conduct our own individual practice as to set an example to others.

### Urges Civic Activity

In our relations with the public, we can be most helpful to the profession. Let us design better looking buildings, furnish improved plans and specifications, render careful and honest supervision, businesslike administration, a full consideration of the interests of our clients, with due respect for the rights of the contractor. Complete, efficient, honest architectural service can not fail to receive attention and recognition.

I would like also to call attention to the absolute necessity for interesting ourselves in all matters of a civic nature. No Park Board, Art Commission, Building Committee should be without an architect member or adviser. We owe it to the community to give freely of our talents and time in such important activities, and this contact, if well handled, is bound to reflect to the benefit and credit of our profession.

### Asks Support of Magazine

I feel it my duty to ask the individual support of each member of the Association for the *WISCONSIN ARCHITECT*. These pages should be freely used for the interest and education of the profession. The *WISCONSIN ARCHITECT* will welcome any news from your district, either personal or such as concerns architectural practice as well as your suggestions and frank criticism.

Many architects of the state have evidenced a vital interest in our problems. Knowing, however, that there are some who have not been in close touch with our organization, I shall again briefly outline the same.

The membership of the organization consists of all registered resident architects of Wisconsin. The membership is divided into two classes, Active and Associate. Annual dues of the Association are \$5.00, all members paying annual dues become Active members. Officers are elected from active membership. In other words, the privileges of the membership are identical. You will see from this that the payment of dues is entirely voluntary, but for our organization to accomplish its aims funds are necessary and all members of the state are urged, if they have not already done so, to take out Active membership and continue this activity.

### State Divided Into Districts

The state is divided into the following districts:

#### District No. 1 includes:

Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Vilas and Washburn Counties.

#### District No. 2 includes:

Barron, Buffalo, Chippewa, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix Counties.

#### District No. 3 includes:

Brown, Door, Florence, Forest, Kewaunee, Langlade, Marinette, Oconto, Oneida, Outagamie and Shawano Counties.

#### District No. 4 includes:

Clark, Jackson, La Crosse, Lincoln, Marathon, Portage, Taylor, Trempealeau, Waupaca and Wood Counties.

#### District No. 5 includes:

Calumet, Fond du Lac, Green Lake, Manitowoc, Sheboygan, Waushara and Winnebago Counties.

#### District No. 6 includes:

Adams, Columbia, Crawford, Dane, Grant, Green, Iowa, Juneau, Lafayette, Marquette, Monroe, Richland, Sauk and Vernon Counties.

#### District No. 7 includes:

Milwaukee County.

#### District No. 8 includes:

Dodge, Jefferson, Kenosha, Ozaukee, Racine, Rock, Walworth, Washington and Waukesha Counties.

Each district has district advisers elected by the members of the district, which forms an Advisory Council. These men act as liaison officers between the districts and the Executive Board.

The Advisory Council elects eight members to the Executive Board and the membership at large elects eight. These sixteen men make up the Executive Board. The Executive Board then elects officers. The names of the members of the officers, Executive Board and Advisory Council will be found at the head of this publication.

I feel that the work of the officers, Executive Board and Advisers has been most encouraging, but every architect in Wisconsin must realize that this is his organization, that any problem affecting one of us affects all, he should feel free to get in touch with his Advisor or write direct on any problem affecting architectural practice in this state, as it is only through a unity that we can build up this organization and accomplish the things we have in view.

We have passed through several hard years and believe that better days are approaching. In closing, I wish to state that I hope the coming years will be much better for all of us and that our organization will grow in unity of purpose.

Let us continue to become better friends and better architects.

LEO A. BRIELMAIER, *President.*

## Wisconsin Architect Makes Its Debut to Profession

This, the initial edition of the *WISCONSIN ARCHITECT*, marks an important step for the architectural profession in keeping with the motto of the state it serves: "FORWARD." As the official publication of the State Association of Wisconsin Architects it shall be a tremendous force in the welding together of the Association members with the common interests, aims and ideals of the profession at large.

Full and complete knowledge, on the part of every Association member, of the latest plans, reports, and actions of the organization is a prerequisite to "United Action," the adopted motto of the Association. To the accomplishment of this end, the dissemination of first hand and immediate knowledge of all association affairs, the *WISCONSIN ARCHITECT* dedicates itself.

It pledges that it shall strive to unite all architects in the state in closer bonds of fraternity and interest; to promote the standards and ethics of the profession and to advance the science thereof; to uphold and defend the honor and respect due the profession; and to work for and promote the business interests, efficiency and general good of the profession and of the members of the association.

In the discharge of this duty it will at the same time strive to be an interesting, informative instrumentality for the complete fulfillment of the purposes of the State Association of Wisconsin Architects.

**WISCONSIN ARCHITECT**

?????

Watch for the  
Announcement  
in the  
JUNE ISSUE

THE PICNIC  
COMMITTEE



## Announce Exhibition for Medal Award in Design of Completed Works

### *Each District is to Hold Own Competition* Owners and Architects to Share in Awards Given

The Executive Board announces an innovation in the recognition of excellence in the design of completed works of Wisconsin architects, whereby not only the architect is given prominence, but the owner of the building as well shares in the pleasure of being associated with an outstanding piece of architecture.

Each of the eight districts is to conduct its own competition. Photographs of completed work will be hung in exhibition, and will be judged by a jury comprised of three architects and two laymen, none being a resident of the district holding the competition.

Buildings are classified in three general groups: Residential, Commercial, and Public. Bronze medals, bearing the architect's name, will be affixed to the winning buildings, while certificates will be awarded to the owners.

The complete official rules, as prepared by the exhibition committee of the executive board, follow:

#### THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS AWARD FOR EXCELLENCE IN DESIGN

The Executive Board of the State Association of Wisconsin Architects, in an effort to encourage the thoughtful and artistic designing and planning of architectural work throughout the state, and in order to distinguish works of exceptional merit, does hereby authorize each District to conduct an annual exhibition of recent work, and to offer medals which may be awarded at the discretion of a jury. In order that the exhibitions and method of award may be uniform in all of the Districts, the following rules and regulations are proposed by the Executive Committee:

#### The Exhibition Committee

The Chairman of each District of the State Association of Wisconsin Architects shall appoint an "Exhibition Committee" prior to March first of each year. It shall be the duty of this committee to issue invitations to the architects, arrange the exhibition, select the

jury, and execute the awards made by the jury.

#### The Exhibition

The exhibition shall be held the first week in April in a location approved by the committee. At least three weeks prior to this date the committee shall issue invitations to all architects within the geographical limits of their District, whether members of the Association or not, to submit photographs of their work in competition for the award under the following regulations.

#### Types of Architecture

The various types of buildings will be divided into the following three general groups:

1. Residential—One and two family dwellings.
2. Commercial—Apartments, Hotels, Office Buildings, Shops, Stores, Theatres, Banks, Factories, etc.
3. Public—Schools, Churches, Museums, Galleries, Clubs, Government and Municipal Buildings, etc.

Group 1 will be exhibited every year, group 2 will be exhibited in even numbered years, and group 3 in odd numbered years. Work to be eligible for the exhibition must have been completed within the three years preceding the exhibition at which it is shown, but in no case can the same building be exhibited more than once.

#### Exhibits

Each exhibitor may submit as many photographs of as many completed buildings as he may desire. Perspectives, rendered drawings and models may be shown in conjunction with the photographs, but the award will be

based solely on the photographs of the completed work. The photographs, if unframed, shall be mounted on heavy card-board to facilitate hanging. Each exhibit shall be anonymous and shall be marked on the back with its location and with an identifying symbol. Each exhibitor will enclose with his exhibit an envelope bearing his symbol on the outside and his name and address within. Photographs may only be exhibited for award in the district in which the architect has his place of business, although the building may have been built in any part of the State of Wisconsin.

#### Jury of Award

The Exhibition Committee shall appoint a Jury of Award consisting of three practicing architects and two laymen. None of these shall reside or have their place of business within the district where the exhibition is to be held, or have any *personal* interest in any of the exhibits. This jury shall meet for the purpose of making the award and must complete its business before the exhibition is opened to the profession or to the public.

#### The Award

The jury shall select the best designed

(Continued on page 5, column 1)

### Moe-Bridges Company

Milwaukee, Wis.

Designers and Manufacturers

Residential — Commercial  
—Special Custom-Built  
Lighting Equipment for  
Public Buildings, Clubs,  
Churches, Schools, Hospitals, etc.

## WHAT IS GOOD ARCHITECTURE?

- The proposed District Exhibitions give you an opportunity to have your work publicly recognized as good architecture by impartial authorities. . . . .

**ENTER THE MEDAL AWARD EXHIBITION!**



(Continued from page 4, column 3)

and planned building in each of the two groups exhibited. If the jury believes that the building is of particular merit it may award it a *second* medal. If it believes that the design is of exceptional excellence, the jury may award a *first* medal. If, in the opinion of the jury, none of the work exhibited is outstanding, *no award* shall be made. If a second building in either group is deemed worthy of an award, a *second* medal may be given. Since any award will indicate to the public what the profession considers to be a truly fine piece of architecture, the jury must exercise great care before giving any work its stamp of approval.

#### The Medals

The medals will be prepared by the Executive Committee. They will bear the name of the Association, the name of the architect, the degree of the award and the year in which it is made. The first medal will be cast in bronze and the second in white metal. They will be constructed so that they may be attached directly to the interior or exterior of the building. Whenever such an award is made, a certificate shall be presented to the owner of the building. This will be on a form prepared by the Executive Committee. The cost of the medals and the certificates will be borne by the District in which the award is made.

#### Calls for Action on Exhibition Plans

By CARL F. ESCHWEILER  
*Chairman, Committee on Education*

The outline program for an exhibition for the various districts in the state is offered as a method of obtaining a uniform procedure for these yearly exhibits. It is the thought of the Executive Committee that it would be advisable to hold a competition this year, and it is left to the discretion of each district as to what date this would be best held.

The program, as you note, calls for the exhibit to be held in April but, owing to the delay in getting the program approved, we were unable to get this to the Association before this date.

We feel that exhibits of this kind will be the best sort of publicity for the architect and urge each district to proceed with their plans as soon as possible.

#### A. I. A. News to be Published Monthly

Official notices, bulletins, meeting dates and places, and activities of the American Institute of Architects, Wisconsin and Madison Chapters, will be recorded each month in the pages of the WISCONSIN ARCHITECT. Roger C. Kirchhoff is president and Alexander Guth, secretary, of the Wisconsin Chapter, which meets in Milwaukee. Frank Riley and James R. Law, Madison, hold corresponding positions in the Madison Chapter.

#### Wisconsin Chapter, A. I. A., to Show Exposition Pictures

By ROGER C. KIRCHHOFF  
*President, Wisconsin Chapter, A. I. A.*

Mr. Chapple, of the American Rolling Mills, spoke on the Frameless Steel House being erected at the Century of Progress Exposition in Chicago, as well as the development of Porcelain Enamel on insulated steel as an exterior finish material, at the April meeting of the American Institute of Architects, Wisconsin Chapter.

The election of directors and officers of the Wisconsin Chapter is to be held in June at the Annual Meeting.

For the monthly May meeting, slides and possibly motion pictures of the Century of Progress Exposition will be shown, but no formal speaker is scheduled. It is hoped that an interesting informal free discussion will develop.

#### Regional Director to Visit

Prof. Frederick M. Mann, Regional Director, is expected on his annual visit to Milwaukee. He has recently returned from the National Directors' Meeting in March, and no doubt will inform us as to the situation in other sections of the country, the present status of Federal Employment of Private Architects, and other important timely issues involving the profession.

#### The Competition Idea

Another published item brought to the attention of the Bulletin Editor is the following giving an account of the assistance given by a distinguished British artist to our fight against unfair competitions.

When Sir Philip Burne-Jones was traveling in the United States he re-

ceived a circular letter from a firm engaged in the sale of dried fruit inviting him to compete for a prize for the best design to be used in advertising their wares. Only one prize, the circular stated, was to be given, and all unsuccessful drawings were to become the property of the firm. After reading the circular, Sir Philip sat down and wrote the following letter:

Manager Dried Fruit Company.

Dear Sir:

I am offering a prize of fifty cents for the best specimen of dried fruit, and should be glad to have you take part in the competition. Twelve dozen boxes of each kind of fruit should be sent for examination, and all fruit that is not adjudged worthy of the prize will remain the property of the undersigned. It is also required that the charges on the fruit so forwarded be paid by the sender.

Yours very truly,

P. BURNE-JONES.

—"Monthly Bulletin" of the Washington Society of Architects.

#### 6-Hour Day, 5-Day Week

There is much agitation in times like these for a working schedule consisting of six hours a day and five days a week. We do not hear very much from architects as to how it would affect them in their drafting rooms, in their own contacts, in the prosecution of their building programs.

The new administration seems to incline toward the general idea, and it is believed that the majority of our profession, seeking to find and create employment, likewise are in favor with the objects of such a program.

It is certainly a question with which we shall all soon be confronted—how many of us have a definite idea as to how we shall answer it? Will the return of normal activity obviate our need to consider it? Is it a good thing for the building industry? Is it practical? Are you in favor of it? Perhaps with reservations? How would it apply in your neighborhood?

No doubt you have given the matter some thought. Suppose that you send us a letter on the subject. The three best letters will be published in the WISCONSIN ARCHITECT, and a summary of your opinions as well, so that we will have a pretty fair idea of what the profession in our state thinks about the matter.



## A Resume of the Association

By FITZHUGH SCOTT  
Secretary

The State Association of Wisconsin Architects was organized at Madison, Wisconsin, May 14, 1932. All officers and the Executive Board were elected at this meeting, to hold office until the annual meeting in October. Interest in the organization was evidenced by the generous support received and the number of men who took out active memberships.

The first annual convention of the Association was held October 28, 1932, in Milwaukee. This meeting was attended by approximately 75 members who came from all parts of the state. Reports were received from all officers and committees. The election of officers for the ensuing year was held and officers were elected as listed at the head of this publication. Following the adjournment of the business meeting, the delegates made a tour of the city, followed by a banquet, during the course of which several addresses were given, the principal address being delivered by Mr. Elmer S. Hall on "How Can Architects Make Themselves an Essential Factor in Wisconsin Social Economy?"

The definite action of the convention consisted of the passing of the following resolutions:

**Resolution No. 1**—To make a thorough investigation of the work carried on by architectural departments of School Boards, Cities, Counties, and the various State departments and any similar body supported by taxes, to determine if the public interests are being better served in this manner than by the employment of architects in private practice, and that the Executive Board be empowered to take such action as will insure that the best interests of the taxpayers are served.

**Resolution No. 2**—The Executive Board was directed to make every possible effort to secure the discontinuance of certain building supply firms, chain stores, and other similar organizations engaging in the practice of supplying architectural services and of constructing buildings.

**Resolution No. 3**—The Executive Board was directed to use every effort through legislative channels and by the direction of public opinion to secure the discontinuance of billboards lining the roadsides.

These resolutions have been turned over to various committees and detailed reports will follow in committee reports.

### Resolute Action is Evident

The Executive Board has had monthly meetings since the organization of the Association and, while space will not permit a complete resume of the activities, briefly, they have received progress reports from all committees appointed. The Legislative Committee is undoubtedly building up a strong case proving

the inadvisability of public bodies engaging in the practice of architecture in competition with the profession. This subject was also taken up with President Roosevelt and all senators and congressmen to secure the termination of government in the architectural profession. A delegation also visited Governor Schmedeman on this same subject and received a cordial reception. The special committee on Resolution No. 2 is actively engaged in its problem and believe it will be safe to say that very shortly the architects of Wisconsin will find but little competition from building material men and contractors. The Publicity and Educational Committees have been active and will furnish detailed reports in subsequent issues.

Officers of the Association met with members of District No. 4 at Stevens Point and the Executive Board met with District No. 5 at a special meeting at Fond du Lac.

## Modern Architecture

Modern architecture, in the true sense, is really the architecture of democracy, not only in America but also in Europe. It is primarily motivated by the search for profitable building. It is quite the opposite from the ancient Greek ideal which has been the standard for so many generations. Beautiful buildings were created by the Greeks as symbols of a sacrifice to the gods. But in America, buildings vibrate with the necessity to serve the people within them. They stand for improvement, profit and comfort, and not for sacrifice.

—Report of the Dean, School of Architecture, Columbia University.

## Eighth District Men of the S. A. O. W. A.

By J. MANDOR MATSON  
A Poetical Appeal

An Initial in this case will stand for your name,

I wonder if someone can guess the same.

There are A's galore, yes, there are four, B's, sure, two; and a C, what's more!

D's, oh yes, we have D twice;

H's and how — and K's, ain't that nice?

M's are listed and an N if you please;

S's balance this list with ease.

Now I wonder if by any chance

They'll find their letter, and then advance

A note by Uncle Sam, and say,

"I'll attend a meeting any day.

Just say the word and I'll be there.

I'll leave the kiddies in mother's care

And come with vim and plenty of air.

It can be hot or cold, I don't care,

For I'm anxious to see you, and then hear

What's up your sleeve for the rest of the year.

It will not matter what kind of weather

As long as we can get together."

Now Districts One and up to Seven,

Have often met and think it's heaven.

So, Troopers of District Number Eight,

Let's get together before it's too late!

Paint Makers  
and  
Glass Distributors

— Since 1895 —

PATEK  
BROTHERS  
INC.  
Milwaukee

EVERY MAN SHOULD DEVOTE  
A PART OF HIS TIME TO  
THE BETTERMENT OF  
HIS PROFESSION . . .

. . . Are you doing your  
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State Association of Wisconsin Architects?



# Members of State Association

The following is a complete list of the resident registered Wisconsin architects, all of whom are members of the association. Non-resident registered architects are not listed. In a list as large as this there may be a few typographical errors and omissions, but we trust that we shall be forgiven.—THE EDITORS.

## District No. 1

SUPERIOR—John O. Bach, Frank E. Johnson.

## District No. 2

AMERY—Emil F. Klingler.  
EAU CLAIRE—Aloysius W. Bayer, Carl Volkman.  
HUDSON—Arthur Lee.

## District No. 3

APPLETON—Wm. M. Delong, Raymond N. LeVee, Edward A. Wettengel.  
DE PERE—Noel Ross Safford.  
EPHRAIM—William J. Bernhard.  
GREEN BAY—Edgar H. Borners, Gordon J. Feldhausen, Levi A. Geniesse, Henry A. Foeller, Clarence O. Jahn, William A. Oppenhamer, Leonard J. Reis, William E. Reynolds, Max W. Schober, C. H. Williams.  
KAUKAUNA—Geo. L. Smith.  
MARINETTE—Cephas T. Klaver.  
MINOCQUA—Anthony H. Rantz.

## District No. 4

BLACK RIVER FALLS—J. J. McGillivray, G. Curtis Noble.  
LA CROSSE—Wells E. Bennett, B. J. Dockendorff, Albert E. Parkinson, Otto A. Merman.  
MARSHFIELD—Gus. A. Krasin.  
STEVENS POINT—C. Madsen, Frank Spalenka.  
WAUSAU—Irving A. Obel.  
WISCONSIN RAPIDS—C. J. Billmeyer, L. A. DeGuere, Donn Hougen, George B. Miller.

## District No. 5

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GREEN LAKE—William A. Merigold, Jr.  
MANITOWOC—Percy Brandt, Wm. J. Raeuber.  
OSHKOSH—Henry Auler, Wallace H. Brown, Julius F. Dregler, J. P. Jensen, Frank A. Thew.  
SHEBOYGAN—Rudolph R. Jahn, Edward A. Juul, Ivar Lohman, Harold P. Satre, L. C. Senescall, Frederick C. Steinhilber, Edgar A. Stubenrauch, W. C. Weeks, W. F. Weeks.

## District No. 6

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MONROE—R. L. Rote.  
MONTICELLO—John C. Steinmann, Jr.  
MT. HOREB—C. G. McTaggart.  
SAUK CITY—Joseph Dresen.  
VIROQUA—John J. M. Dawson.

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Charles A. Cahill, Jr., Alfred C. Clas, Rubens Frederick Clas, Fremont R. Crabtree, Edwin C. Cramer.  
Gerrit J. DeGelleke, Gustave A. Dick, R. C. Dietrich, John E. Dirk, Anton Dohmen, Walter A. Domann, Frank F. Drolshagen, R. W. Dwyer, Herbert L. Ebling, Wm. H. Edwards, Gustave A. Elgeti, Jr., Alexander C. Eschweiler, Alexander C. Eschweiler, Jr., Carl F. Eschweiler, Theodore L. Eschweiler, Herman J. Esser, Verner Esser, Joseph Ewens.  
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Clarence Jahn, Anton Johnson, Elmer G. Johnson, J. Cabell Johnson, Walter A. Judell.

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George Zagel, F. W. Zagel.

## District No. 8

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BELOIT—Frank H. Kemp.  
FORT ATKINSON—John G. Shodron.  
JANESVILLE—William H. Blair, Robert S. Chase.  
KENOSHA—Chas. O. Augustine.  
LAKE GENEVA—James Roy Allen.  
RACINE—D. R. Davis, B. W. Denham, J. W. Hammes, Louis G. Henriksen, Frank J. Hoffman, Ellis A. Klinger, J. Mandor Matson, W. F. Mickelson, Edwin F. Noth.  
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WATERTOWN—Walter C. Block.  
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## TO OUR MEMBERS . . .

The Editorial Staff is comprised of the Secretaries of your respective Districts. Forward any news or items for publication to your representative at the address given in the Directory herein or to the Editor-in-Chief.

DEAD LINE FOR MAILING NEWS IS THE 17th OF THE MONTH. . . .

—THE EDITORS.

(Continued from page 1, column 1)

Institute's position as well as the necessity of obtaining outside help in order to expedite the Federal building program.

Three hundred and sixty projects out of a total of 1,224 have been assigned to private architects, with sixty-six associates and thirty-one consulting architects also being appointed in addition to the principals.

Of the total of 1,224 projects, those reserved by the office of the Supervising Architect number 670, with 194 projects still unassigned either to private architects or to the office of the Supervising Architect. The latter projects have been held up pending relief measures by the new administration.

The State Association of Wisconsin Architects has already expressed its opinion on the matter of the governmental policy of competing professionally with the private citizens in a letter to the new administration written by Fitzhugh Scott as secretary of our organization. The A.I.A. deserves great credit for its work thus far, and the OCTAGON for its lucid expositions of the case.

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DAILY 1761



## In Times Like These

By BENJAMIN F. BETTS

A recession in business is not new to members of the older generations. They know that history is merely repeating itself. To the younger men it is a new experience. But all are learning lessons in business and thrift which, if they are wise, will stand them in good stead in the years to come. Everyone is faced with new problems and temptations and many listen to the dolorous words of the pessimist.

Among other things, architects have learned the danger of excessive office overhead and the importance of building a financial reserve when business is good. Some will remember this when business improves.

A danger to be guarded against in times like these is the possible let-down in professional ethics. Many are no doubt tempted to cut fees, make free sketches and enter into practices that are harmful to the individual as well as to the profession as a whole. As morale is weakened, high ideals are endangered. To maintain high ideals and regard for professional ethics requires considerable moral courage. This is essential now.

In times like these the pessimist finds willing listeners when he forecasts that everything is "going to the dogs," including the existence of the architectural profession. Statements are made that standardization will no longer provide a place for architects. This might deeply concern architects if human beings, physical environment, construction and design could be standardized. Human beings accept standardization up to a certain point. After that they insist upon remaining individuals. Environment certainly can not be standardized. Building construction has been largely standardized. Further standardization—admitted as desirable—will have no adverse effect on the demand for architectural service. As a matter of fact, standardization has greatly simplified the work of the architect and he should assume his proper place in relation to it. In the matter of buildings, standardization of certain types is possible and economically desirable. Recognizing this fact, architects can well assume the responsibility of seeing that they are well designed.

The pessimist complains that the profession is overcrowded. He forgets that

every line of human endeavor is overcrowded at the bottom and that there is plenty of room at the top. Do not take him too seriously.

Times like these demand clear thinking, a return to fundamentals and a readjustment to new conditions. They require the preservation of professional ethics and high ideals so that the profession of architecture may not retrogress. It is a time for self-analysis so that one may profit from mistakes of the past. In times like these men learn new things; dreamers are brought back to earth; the wheat is separated from the chaff.

—The American Architect.

## The Nature of Architecture

Architecture, the oldest of the constructive sciences, and since ancient times also ranked as a fine art, deals principally with the design of buildings, their accessories and surroundings, their construction, decoration, and equipment.

Architecture is born of the necessity for buildings and the desire to have them appropriate and pleasing in plan and design, as well as sound in construction. By its very nature, architecture is circumscribed as a medium of expression by utilitarian and technical conditions; unlike the arts of painting and sculpture, it must function at once practically and artistically, and misses its aim in failing in either.

—College of Architecture Announcement U. of M.

## Guth to Speak at Green Bay Rotary Club in May

Alexander Guth, associated with the firm of Herbst & Kuenzli, will speak at the Green Bay Rotary club on May 4th. His subject will be "Modern Architecture."

(Continued from page 1, column 3)

retary of the Treasury, as Executive Officer administering the office of Supervising Architect, should be a man thoroughly conversant with the best in building practice and should be selected for this qualification.

We believe that the office of the Supervising Architect should be a fact-finding, advisory and administrative bureau and not an office competing with the architects in private practice, that the Supervising Architect should be selected from among the men who have practiced this profession and that his appointment should be a result of his high ideals, tried integrity, ability, interest and pride in his profession.

We believe that, if the above outlined methods of practice are adopted and the appointments are made on the basis stated, it will assist in furthering your wonderful program for unemployment relief and administration economies which our organization most heartily endorses.

Respectfully submitted,

THE STATE ASSOCIATION OF  
WISCONSIN ARCHITECTS,

By Fitzhugh Scott,  
Secretary.

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